

**Convention and Tourism Advisory Committee**  
**Thursday, January 4, 2007 – Minutes**

**Members Present:** Bette Timmel, Kathy Tolbert, Abner Perney, Jennifer Sturges, Rosie Leek, Dennis Lauver, Ben Vidricksen

**Members Absent:** Tricia Weems

**Guests/Staff Present:** Keith Rawlings – Salina Bicentennial Center; Mike Harmon – BW Mid America Inn; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber Staff

**Minutes**

The Minutes of the December 2006 meeting were reviewed.

**Financial Statement**

The November 2006 Financial Statement was reviewed.

**Division Updates:**

**Sports Market**

Tiffany reported on the following:

- **Salina Invitation Basketball Boys Tournament** – Teams include South High and Central High of Salina, Smoky Valley, Southeast of Salina and Concordia.
- **Mid America Racquetball Tournament** – The Salina YMCA is the site for the Mid America Racquetball Tournament being held January 19-21. There will be approximately 100-120 competitors.
- **X-treme Gymnastics** – The tournament will be held at Memorial Hall January 20-21 with 300 participants in the competition.
- **Kansas Kids Wrestling** – The tournament will be held at the Salina Bicentennial Center with 1,200 competitors from MO, OK, CO, NE and NM. The youth groups are 6 and under and 14 and under.
- **Professional Bull Riders** – It will be the first time a PBR event will be held in Salina. This qualifying event will be held at 8:00pm February 2-3 at the Salina Bicentennial Center.
- **4A State High School Wrestling** – The state wrestling championship will be held at the Salina Bicentennial Center February 23-24. We are in the process of enlisting volunteers to help with the event.
- **Kansas 4A State Basketball Championship** – The 4A State Basketball tournament will be at the Salina Bicentennial Center March 7-10.
- **JUCO Blast** – The NJCAA Women's Basketball National Championship will be held at the Salina Bicentennial Center March 20-24 with the team banquet on Monday, March 19. We are signing up volunteers to work the JUCO Blast promotional booth at both the Salina Homebuilders Home & Garden Show February 9-11 and the AMBUCS Leisure Living & Sports Show March 2-4. The game officials will receive and increase in pay this year. We have received \$9,000 now in sponsorships. For the 10<sup>th</sup> anniversary of the JUCO Blast, we are planning to recognize the volunteers who have helped with the tournament from the beginning and onward on Friday night of the tournament. CSTV coverage will be there on Saturday for the championship game.

**Tourism Market**

Sylvia gave the following reports:

**Tourism Market:**

- The new Kansas Travel Guide is now being circulated. It is a new two-year format with a separate calendar piece for each year. There is a photo of the Smoky Hill River Festival on the Calendar piece for 2007.
- We are constantly working on the state web site to keep information and photos updated.
- The TIAK legislative agenda has been set and Sylvia will be attending a meeting February 7-8 in Topeka. The meeting on the 7<sup>th</sup> will include a series of speakers including Nick Jordan. The business plan has been finalized.
- The new January-March *Discover Salina* magazine has now been distributed. We are in the process of formulating a group within the Chamber to determine a new direction for Chamber publications, marketing strategies, distribution, logo and tag line.
- Sylvia stated that we have just placed an ad in an AAA publication for spring. The ad will be larger than in the past for this publication. We will also be placing an ad in *Midwest Living* for their March/April issue. Sylvia showed the "A-Z" ad we are now using for these publications.

**Group Market:**

- Sylvia will be attending the American Bus Association marketplace in Dallas February 27-29. She will be finalizing her appointments next week for this motorcoach show.

- The Kansas Sampler Festival will again be in Garden City in May 2007. We will not be attending the show this year in Garden City, but will participate again in 2008 when it will be held in Concordia.

#### Statistics:

- Sylvia reported that the Salina transient guest tax statistics for November were basically flat compared to November 2005; total hotel revenues should top \$18 million for 2006. Based on the Smith Travel Report (STR) our average daily rate was up 3% from 2005 to 2006; occupancy was down 1%; and the YTD RevPar was up 8% over 2005. For 2007, our market should remain steady, but with potential new budget hotels opening the ADR may drop slightly. At present, 60% of our inventory is reporting to STR.

#### Other:

- Abilene is very close to getting a new CVB person. Marciea Weaver retired in December 2006.
- The Russell County CVB person has resigned.

#### Convention Market

Jo Ann gave the following convention market update:

- Jo Ann attended KSAE expo in Topeka December 8-9. She said it was a great success. She booked another event for Kansas Grain & Feed. This convention experienced glitches in Salina in the past but is now coming back and are also booking a board meeting here next fall. The Salina Bicentennial Center and Rolling Hills Wildlife Adventure also attended the expo.
- Kansas Youth Soccer is looking to hold an event here in March. Officials, registrars and coaches will be honored. They would like to site visit our new soccer field on Magnolia.
- Jo Ann will be attending a pre-convention meeting at the Courtyard by Marriott for the Kansas Flying Farmers in March. Their coming to Salina is directly related to the GlobalFlyer event held here. The Salina Airport Authority is doing a presentation.
- Jo Ann will be giving a site visit next week for the Kansas Land Surveyors who will celebrate their 50<sup>th</sup> anniversary here in September 2007.
- Jo Ann announced that Salina's two biggest conventions, No-Till on the Plains (NTOP) and Kansas Association of Insurance Agents (KAIA), would be holding their events here back-to-back the end of January. We had a picture ad in the KAIA's newsletter.
- Kansas Crop Improvement will be here February 5-7 for a convention. We are bidding on 2008.
- Jo Ann is working on a list of discounts from local businesses for the military groups she is dealing with for their reunions being held in Salina.

#### Committee Discussion

Sylvia announced that tickets are still on sale for the Chamber's Annual Meeting on January 9 at the Salina Bicentennial Center.

Dennis Lauver said that some of the Committee members may be asked to become involved with the publications/community task force being formed for the Chamber and all were asked for their input into the project.

Kathy Tolbert said the Earl Bane Gallery exhibit, "Muscle in the Museum," would open approximately January 20. Salinan Roger Morrison and others will have about 9 cars in the exhibit.

Keith Rawlings said that the Center's fifth or sixth Christian concert, "Mercy Me" will be held February 17 and that ticket sales are going well. He also reported that the scoreboard project is getting finalized and they should have an equipment order in about two weeks. He does not think it will be ready in time for the JUCO Blast but should be in place for the Cagerz.

Ben Vidricksen reported that the Kansas Restaurant Association would have a legislative luncheon February 10<sup>th</sup> or 11<sup>th</sup>. He also stated that planning for Kansas Day activities was in full swing. Ben said the Scout Museum lawsuit was over and they can put up a new building, which will hopefully open in the fall. Yesteryear Museum is planning on building a new building also.

Rosie Leek asked for a copy of the Chamber's restaurant listing to include in a mailing to her business clients that are more than 50 miles from Salina. She will be doing a 1,010-piece mailing.

Bette Timmel inquired about the Salina Bicentennial Center's New Year's Eve event and Keith Rawlings replied that sales were kind of slow with only about 60-70 people attending. Bette also stated that the Salina Symphony is getting some great exposure by playing at or with some of the recent concerts.

Mike Harmon stated that the recent snowfall had a big impact on hotel occupancy. He also mentioned that the new public art street lighting is now up on North Ninth Street.

**Next Meeting**

The next Convention & Tourism Advisory Committee Meeting will be held February 6 at the Chamber.

The meeting adjourned at 8:32am.